

**AMENDED CLAIMS***A. Reserve*

Void claims 1 – 17 and substitute the following

5 WHAT IS CLAIMED IS:18. A balloon display *comprising* of

A. At least one framework with a plurality of apertures and

B. A plurality of inflatable chambers that are at least partially inflated *including*10 1) ~~Wherein~~ a first set of said inflatable chambers is *comprised* of at least one
inflatable chamber and is positioned so that said first set is circumscribed
by at least ~~one~~ first portion of said at least one framework that defines an ~~the~~
aperture; and15 2) ~~Wherein~~ a second set of said inflatable chambers is *comprised* of at least
one inflatable chamber and is positioned so that said second set is
circumscribed by at least ~~one~~ second portion of said at least one
framework that defines an aperture; and20 3) ~~Wherein~~ said first set and said second set are held within their respective
apertures by positioning means that ~~include one or more positioning~~
~~means other than the pneumatic pressure of said inflatable chambers~~
~~against the circumscribing framework and other than end-user applied~~
~~spray adhesive to overlapping cut expandable matrix frameworks.~~
[*said positioning means are selected from the group* *consisting of*]25 19. The balloon display as recited in claim 18 ~~wherein~~ said first set and said second
set are held within their respective apertures by positioning means that include
A. the pneumatic pressure of said inflatable chambers against the
circumscribing framework and
B. one or more positioning means other than the pneumatic pressure of said
inflatable chambers against the circumscribing framework and other than

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end user applied spray adhesive to overlapping cut expandable matrix frameworks.

20. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include

- C. end user applied spray adhesive to overlapping cut expandable matrix frameworks and
- D. one or more positioning means other than the pneumatic pressure of said inflatable chambers against the circumscribing framework and other than

10 end user applied spray adhesive to overlapping cut expandable matrix frameworks.

21. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that

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- A. exclude the pneumatic pressure of said inflatable chambers against the circumscribing framework and
- B. exclude end user applied spray adhesive to overlapping cut expandable matrix frameworks and
- C. include one or more positioning means other than the pneumatic pressure of said inflatable chambers against the circumscribing framework and other than

20 end user applied spray adhesive to overlapping cut expandable matrix frameworks.

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22. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include at least one connection means between inflated chambers in adjacent apertures of the same framework; wherein said connection means connects said inflated chambers through at least one anchor aperture in the portion of the framework between adjacent apertures.

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23. The balloon display as recited in claim 22 wherein said anchor aperture incorporates a gate that allows entry of said connection means into said anchor aperture and restricts exit of said connection means from said anchor aperture.

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24. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include circumscribing said inflatable chambers with framing material at least twice; wherein at least two such circumscriptions occur in different and intersecting planes.

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25. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include passing at least one neck, stem, tab, protrusion, appendage or other extension of said inflatable chambers through at least one anchor aperture in adjacent framing material.

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26. The balloon display as recited in claim 25 wherein said at least one anchor aperture incorporates a gate that allows entry of said at least one neck, stem, tab, protrusion, appendage or other extension into said anchor aperture and restricts exit of said at least one protrusion, appendage or other extension from said anchor aperture.

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27. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that partially encompasses said inflatable chambers with surfaces that are curved in at least two planes.

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28. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include the use of friction enhancing treatment on inflatable chamber surfaces, on

framework surfaces, or on both inflatable chamber surfaces and framework surfaces.

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29. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include circumscribing inflatable chambers with framing material that has been treated at manufacture with adhesive.

10 30. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include the use of inflatable chambers that have been especially treated with adhesive on their outer surface.

15 31. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include the use of tape.

20 32. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include circumscribing inflatable chambers with framing material that is elastic.

25 33. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include circumscribing said first set and said second set with at least two frameworks.

30 34. The balloon display as recited in claim 18 wherein said first set and said second set are held within their respective apertures by positioning means that include at least one connection means between inflated chambers in different layers of the same framework.

35. A balloon display comprised of

A. At least one framework with a plurality of apertures

Wherein a plurality of said apertures are formed from a plurality of framing elements joined with interlocking tabs and

B. A plurality of inflatable chambers that are at least partially inflated

5 1. Wherein a first set of said inflatable chambers is comprised of at least one inflatable chamber and is positioned so that said first set is circumscribed by at least one first portion of said at least one framework that defines an aperture; and.

10 2. Wherein a second set of said inflatable chambers is comprised of at least one inflatable chamber and is positioned so that said second set is circumscribed by at least one second portion of said at least one framework that defines an aperture; and

15 3. Wherein said first set and said second set are held within their respective apertures by positioning means that include one or more positioning means other than the pneumatic pressure of said inflatable chambers against the circumscribing framework and other than end user applied spray adhesive to overlapping cut expandable matrix frameworks.

36. The balloon display as recited in claim 35

20 A. wherein each of at least two said interlocking tabs has at least three exposed edges comprised of at least one end edge and at least two side edges; and

B. wherein each said interlocking tab has at least three notches in a series along said side edges and at least one of said notches in the series is preceded and followed by a notch that is on an opposing side edge; and

25 C. wherein at least one said interlocking tab is attached to at least one framing element and at least one other said interlocking tab is attached to at least one other framing element; and

D. wherein said interlocking tab from one framing element and said interlocking tab from one other framing element are wrapped around each other such that notches from one said interlocking tab fit into notches from one other said interlocking tab.

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37. The balloon display as recited in claim 36

A. wherein at least one first interlocking tab of a set of at least two interlocking tabs is attached to at least one first framing element and has within its borders an aperture; and

B. wherein at least one second interlocking tab of said set of at least two interlocking tabs is attached to at least one second framing element and has a bulbous end or protrusion; and

C. wherein said bulbous end is passed through said aperture; and

10 D. wherein said bulbous end is configured and positioned such that said bulbous end is resistant to passing back through said aperture.

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